



The DRMEC Process Evaluation Plan for 2012-2014

Fall 2012 Workshop on Non-Impact Studies

Pacific Energy Center
San Francisco, CA
December 6, 2012

Regulatory Compliance

- This process evaluation plan is provided in compliance with Ordering Paragraph (OP) 70 of the California Public Utilities (CPUC) Demand Response (DR) Decision 12-04-045, dated April 30, 2012.
- The Decision directed the Demand Response Measurement and Evaluation Committee (DRMEC), to submit a detailed process evaluation plan that lists all Demand Response programs to be evaluated during 2012-2014, along with an explanation of the necessity of each evaluation.
- Following review and approval of plan by staff, IOUs will work to implement the plan.
- Adjustments to the plan during the 3-year cycle may be submitted to Staff if needed.

Overview of Plan

- The DRMEC is guided in its EM&V by the DR Load Impact Protocols, approved in April 2008 in D.08-04-050.
- However, these protocols do not provide technical specifications for non-impact evaluations for demand response programs.
- In D.12-04-045, the CPUC gave preliminary guidance to the DRMEC on the 2012-0214 process evaluation plan to be submitted for staff review:

Overview of Plan (cont'd)

- *“We direct the DRMEC to ensure that EM&V activities are jointly planned and implemented to achieve the core objectives as adopted in D.09-09-047:*
 - *1) Load Impact Evaluations;*
 - *2) Process Evaluations;*
 - *3) DR Potential, Market Assessment and Technology Studies;*
 - *4) Policy and Planning Support; and*
 - *5) Financial and Management Audits”.*
- *“the Commission directs the DRMEC to submit a detailed process evaluation plan that lists all DR programs to be evaluated during 2012-2014 along with an explanation of the necessity of each evaluation.”*

Overview of Plan (Cont'd)

- *“The plan should also include a list of what DR programs will not be evaluated and an explanation of why these programs will not be evaluated.*
- *This will ensure that process evaluations are performed when necessary, but that no program is inappropriately overlooked.*
- *When appropriate, the DRMEC should consider statewide process evaluations. Because statewide evaluations are not always feasible, the plan should provide a process for maintaining oversight of non-statewide evaluations.”*

EE evaluation protocols*

- *“The primary purpose of the process evaluation is an in-depth investigation and assessment of one or more program-related characteristics in order to provide specific and highly detailed recommendations for program changes.*
- *Typically, recommendations are designed to affect one or more areas of the program’s operational practices.*
- *Process evaluations are a significant undertaking designed to produce improved and more cost-effective programs.”*

* California Energy Efficiency Evaluation Protocols: Technical, Methodological, and Reporting Requirements for Evaluation Professionals, April 2006

<http://www.cpuc.ca.gov/PUC/energy/Energy+Efficiency/EM+and+V/>

DR Statewide Evaluations*

- Critical Peak Pricing (CPP)
- Permanent Load Shifting (PLS)
- Technology Incentive and Auto DR
- Statewide ME&O
- Demand Bidding Program (DBP)
- AC Cycling (SDP, Smart AC)

* All DR statewide process evaluations are planned for program year 2013 due to program design changes that will take effect at that time for all of the above programs

Evaluation Objectives (SW)

- Efficacy of processes and enrollments
- Customer awareness and messaging
- Customer experience and retention
- Delivery channel strategies and tactics
- Process improvements for operations
- Cross utility comparative best practices

SW DR programs not recommended for evaluation*

- Aggregator Programs (AMP, DRC, CBP)
- Base Interruptible Program (BIP)
- Summer Saver Program (SDG&E)

* Reasons include difficulty of evaluation, lack of need for process changes (legacy program), third party proprietary processes, lack of necessity

Local DR Evaluations*

- Peak Time Rebate (SDG&E) – in progress
- Peak Time Rebate (SDG&E) - 2013
- Save Power Day (SCE) - 2013
- Peakshift (SDG&E) - 2013
- HAN Pilot (PG&E) - 2013

*These local DR process evaluations are IOU specific and are planned for program years 2012 through 2013 to coincide with individual program activities

Evaluation Objectives (Local)

- Assessments of new implementation processes and enrollments
- Customer responsiveness of awareness and messaging
- Customer experience and satisfaction
- Delivery channel strategies and tactics
- Improvements for program design

Local DR programs not recommended for evaluation*

- PeakChoice (PG&E)
- Agricultural Pumping Interruptible Program (SCE)

* Reasons include imminent program termination, lack of the need for process or operational changes (legacy program), lack of necessity

Key Activities and Milestones

- All of the statewide DR studies will be conducted during Q2 and Q3 of 2013
- The Lead IOU for each SW study will issue the RFP and manage the work
- The DRMEC reviews the work for all SW and local evaluations bi-weekly
- Updates on the process evaluations in progress will be provided in the DRMEC Fall 2013 non-impact workshop
- Most reports will be available for review by the Fall 2014 workshop

Key Activities and Milestones (cont'd)

- The local process evaluations are managed and conducted by each IOU
- Updates on the local evaluations in progress or completed will be provided in Fall 2013 DRMEC workshop
- Most reports will be available for review by the Fall 2014 DRMEC workshop
- Reports will be completed and posted on CALMAC.org when available

Next Steps

- Latest version of the 2012-2014 DRMEC Process Evaluation Plan is available
- <http://www.cpuc.ca.gov/PUC/energy/Demand+Response/DemandResponseWorkshops.htm>
- Comments should be emailed to:
drmec@calmac.org
- Comments should follow guidance on slides 4 and 5 of this presentation



Questions?